

## **Historic, Archive Document**

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# Paul Schmidt's **BUDDLEIAS**

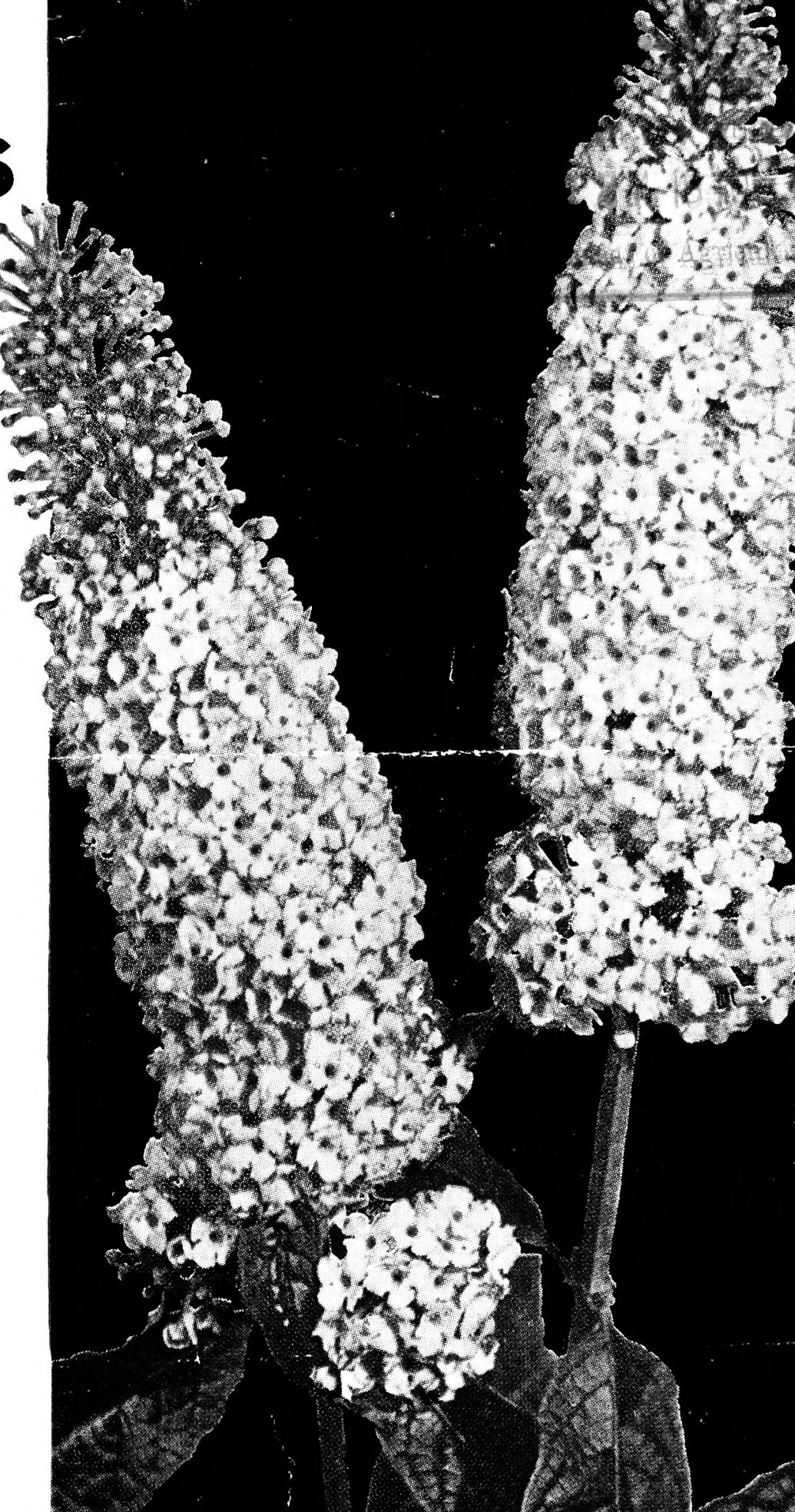
**Compact Spikes  
on  
Compact Bushes  
in  
Five Fine Colors**

As a result of ten years careful work in hybridizing Buddleias, I have succeeded in producing for the florists and nurserymen five outstanding varieties in five distinct colors.

I have been breeding for compactness of spike with blooms that do not sun-burn. The flowers have good heavy stems, are uniform throughout their length, and keep well for cut flowers and floral arrangements. The plants are dwarf, thrifty, and compact, with large leathery foliage. All of these improvements have been accomplished in these five outstanding varieties. When these Buddleias become better known there will be no reason for growing the old-fashioned varieties, such as Magnifica, Farquari, Ile de France, Superba, etc.

## *Fortune*

The first of these new varieties was Fortune, unquestionably the best lavender. The now generally recognized pre-eminence of this variety as a producer of cut flowers is a good guide to the quality of the newer varieties offered in this folder.



# Orchid Beauty

## The Sensation of 1940

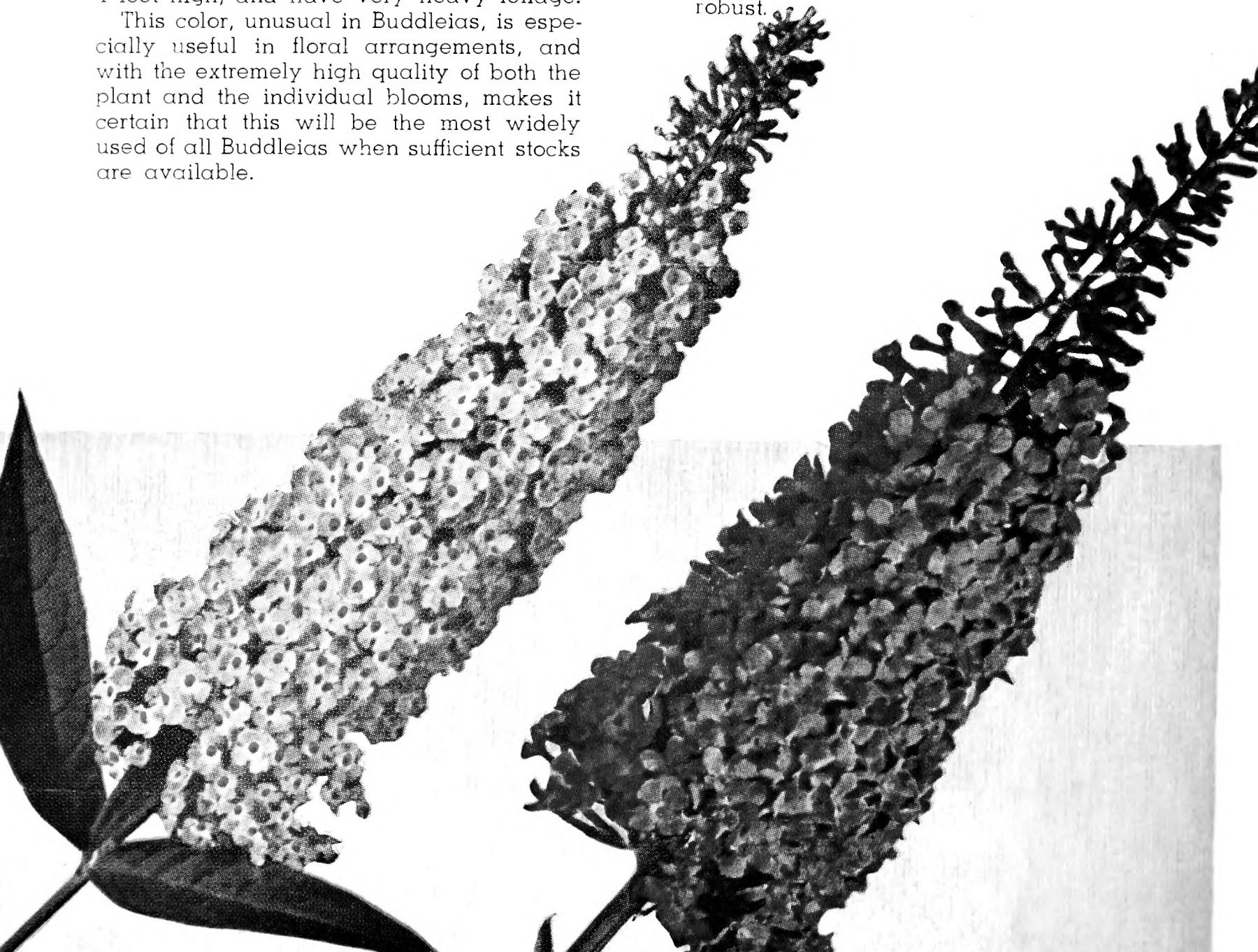
In addition to being brand new, this is the best Buddleia in existence, having flower heads up to 24 inches in length, very broad at the base. The fringed individual florets are very closely set on the spikes and each has a brilliant orange eye. The color is soft cattleya. The blooms do not sunburn and keep well as cut flowers. The plants are strong growers, about 3 feet to 4 feet high, and have very heavy foliage.

This color, unusual in Buddleias, is especially useful in floral arrangements, and with the extremely high quality of both the plant and the individual blooms, makes it certain that this will be the most widely used of all Buddleias when sufficient stocks are available.

# Concord

The buds and the newly opened flowers are the color of Concord Grapes, changing to a dark red, each individual flower has a blood-red eye shading lighter to the edge of the petals, making a very striking color.

The flower spikes are of tremendous length (very broad at the base), and the flowers are produced in small clusters all around the spike, thus making a very graceful flower head. Plant grows strong and robust.



## *Eleanor*

The color is Eleanor-blue with an orange eye. It is the color made fashionable by the first lady, Mrs. Franklin D. Roosevelt, and combines beautifully with any pink flowers. It keeps well as a cut flower.

Very dwarf, strong, bushy plant attaining a height of only 30 to 36 inches. Flower heads are full rounded and compact. The individual flowers are of good size and do not sunburn.

## *Dubonnet*

An entirely new color in Buddleia. The color is an exact counterpart of the popular French wine, Dubonnet, a shade which has recently been popularized in dress fabrics.

In sunshine and under the lamp it glows a true red, the firm cylindrical spikes are snugly set with individual flowers of good size that do not sunburn.

The plant is of robust, erect growth, with strong stems. The leaves are large and of firm, leathery texture. It keeps well as a cut flower and harmonizes well with other summer cut flowers.



62.67

# PLATE SERVICE

For those nurserymen who wish to use color plates in their advertising there will be available at a reasonable rental, electrotypes of the plates shown in this folder. Please communicate with us, telling the varieties you are interested in illustrating and rental prices will be promptly quoted on the plates desired.

## PRICES

### WHOLESALE PRICES TO THE TRADE ONLY

**Two-year field-grown clumps or 2½-inch pot plants.**

**ORCHID BEAUTY.** \$6.50 per doz.; \$50.00 per 100.

**FORTUNE.** (Plant Patent No. 206.) \$3.50 per doz.; \$25.00 per 100.

**DUBONNET, CONCORD, and ELEANOR.** \$3.50 per doz.; \$25.00 per 100.

If interested in 1000 or more, write for special prices.

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**“SCHMIDT'S FLOWERS”**

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YOUNGSTOWN, OHIO